Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A method for achieving efficient file transfer and traffic management in a digital media distributor system, the digital media distributor system giving broadcast program affiliates an ability to provide local advertisement and announcement insertion together with delivery of broadcast program feeds, the method comprising:

providing an Internet file server (IFS) at a central site of the digital media distributor system, the central site including a central site server that stores files transferred to the digital media distributor system; and ~~the digital media distributor system giving broadcast program affiliates the ability to provide local advertisements and announcement insertion together with delivery of broadcast program feeds; and~~

utilizing the IFS as an intermediary between the central site server and at least one local traffic system, the at least one local traffic system providing schedule times ~~initiation~~ for the local advertisement and announcement ~~times~~ insertion, ~~wherein~~ the IFS ~~supports~~ supporting file transfer in both directions between the central site server and the at least one local traffic system including maintaining a copy of the files stored on the central site server.

2. (Currently Amended) The method of claim 1, wherein utilizing the IFS as an intermediary further comprises:

receiving at the IFS inbound transfers of a playlist file from the at least one local traffic system; and

replicating the playlist file to the central site server.

3. (Currently Amended) The method of claim 1, wherein utilizing the IFS as an intermediary further comprises:

receiving at the IFS inbound transfers of a dub list file from the at least one local traffic system; and

replicating the dub list file to the central site server.

4. (Currently Amended) The method of claim 1, wherein utilizing the IFS as an intermediary further comprises:

receiving at the IFS inbound transfers of a purge list file from the at least one local traffic system; and

replicating the purge list file to the central site server.

5. (Currently Amended) The method of claim 1, wherein utilizing the IFS as an intermediary further comprises performing outbound transfers from the IFS of a spot status summary file to the at least one local traffic system.

6. (Currently Amended) The method of claim 1, wherein utilizing the IFS as an intermediary further comprises performing outbound transfers from the IFS of a consolidated As-Run log file to the at least one local traffic system.

7. (Currently Amended) The method of claim 1, further comprising utilizing a plurality of agents to perform automated processing of files transferred to the IFS and to perform scheduled tasks including importing the processed files from the IFS to the central site server.

8. (Currently Amended) A system for achieving efficient file transfer and traffic management in a digital media distributor system, the digital media distributor system giving broadcast program affiliates the ability to provide local ~~advertisements~~ advertisement and announcement insertion together with delivery of broadcast program feeds, the system comprising:

a central site server operable to stores files transferred to a central site of the digital media distributor system;

at least one local traffic system, the at least one local traffic system providing schedule times ~~initiation~~ for the local advertisement and announcement ~~times~~ insertion; and

an Internet file server (IFS) located at the central site and coupled between the central site server and the at least one local traffic system, the IFS acting as an intermediary between the central site server and the at least one local traffic system, ~~wherein~~ the IFS ~~supports~~ supporting file transfer in both directions between the central site and the at least one local traffic system including maintaining a copy of the files stored on the central site server.

9. (Currently Amended) The system of claim 8, wherein the IFS receives inbound transfers of a playlist file from the at least one local traffic system and replicates the playlist file to the central site server.

10. (Currently Amended) The system of claim 8, wherein the IFS receives inbound transfers of a dub list file from the at least one local traffic system and replicates the dub list file to the central site server.

11. (Currently Amended) The system of claim 8, wherein the IFS receives inbound transfers of a purge list file from the at least one local traffic system and replicates the purge list file to the central site server.

12. (Original) The system of claim 8, wherein the IFS performs outbound transfers of a spot status summary file to the at least one local traffic system.

13. (Original) The system of claim 8, wherein the IFS performs outbound transfers of a consolidated As-Run log file to the at least one local traffic system.

14. (Currently Amended) The system of claim 8, wherein the IFS further utilizes a plurality of agents to perform automated processing of files transferred to the IFS and to perform scheduled tasks including importing the processed files from the IFS to the central site server.

15. (Currently Amended) A method for achieving efficient file transfer and traffic management in a digital media distributor (DMD) system, the DMD system giving broadcast program affiliates an ability to provide local advertisement and announcement insertion together with delivery of broadcast program feeds, the method comprising:

utilizing an intermediary for file transfers between a central site server and a local traffic system including maintaining a copy of files stored on the central site server at the intermediary, the at least one local traffic system providing schedule times ~~initiation~~ for the local advertisement and announcement ~~times~~ insertion for ~~a~~ the DMD system, wherein the intermediary and the central site server are located at a central site of the DMD system; ~~the DMD giving broadcast program affiliates~~

~~the ability to provide local advertisements and announcement insertion together with delivery of broadcast program feeds; and~~

exchanging files according to a chosen Internet transfer protocol between the local traffic system and the intermediary; and

replicating the exchanged files at the intermediary to the central site server.

16. (Currently Amended) The method of claim 15, wherein utilizing an intermediary ~~further~~ comprises utilizing an Internet server ~~as the intermediary~~.

17. (Original) The method of claim 15, wherein exchanging files further comprises exchanging files according to a file transfer protocol (FTP).

18. (Original) The method of claim 15, wherein exchanging files further comprises exchanging files according to a hypertext transfer protocol (HTTP).

19. (Currently Amended) The method of claim 15, further comprising utilizing agents in the IFS to automatically import list files into pre-determined documents stored at the IFS and transfer ~~list files~~ the pre-determined documents to a database in the IFS.

20. (Currently Amended) The method of claim 15, further comprising utilizing agents in the IFS to automatically generate and export summary files for download by the local traffic system.

21. (New) The method of claim 1, further comprising the at least one local traffic system having direct access to update the copy of the files maintained on the IFS but not having direct access to update the files stored on the central site server.

22. (New) The system of claim 8, wherein the at least one local traffic system has direct access to update the copy of the files maintained on the IFS but does not have direct access to update the files stored on the central site server.